

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3146

January 5, 1998

RJR Account #533288  
Mr. B. Corrigan  
JONES McINTOSH, INC.

**FEBRUARY: DORAL B1G1F / PROMOTION #800018**

Dear Bill:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 112 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>3</u>
<i>Light 100</i>	12300-24961	<u>4</u>
<i>Light Men 100</i>	12300-24963	<u>4</u>
<i>FF 100</i>	12300-24962	<u>4</u>

**DISPLAY DETAIL (#536645)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE :

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$895.15

51852 2179

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER  
LIST.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: DORAL LIGHT / LT 100 / LT MEN 100 / FF 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This  
equates to \$73.50 (5.25 (12M) case(s) @ \$14.00). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: S. Schwalm  
L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

WHOLESALE: 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>  
 TEMPLATE: 800018 80200 DOR FEB BIGIT  
 TEMPLATE SEQ: 0031  
 SALES LEVEL: 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	284672	NOBLES CONV MANT	7802 MAPLE RD	BALDWINSVILLE	NY	13027	1			0976	(315) 635-1223
162202	162237	328323	SUNSHINE MINI	500 OLD LIVERPOOL	LIVERPOOL	NY	13088	2				(315) 453-6344
162202	162238	435553	GREAT NO MOBIL SERV	102 S MAIN ST	CENTRAL SQUARE	NY	13036	1				(315) 676-2347
162202	162238	435553	GREAT NO MOBIL SERV	4031 STATE ROUTE	LIVERPOOL	NY	13090	1				(315) 652-4537
162202	162237	458253	YOUR NEIGHBORHOOD S	302 MALDEN RD	MATTYDALE	NY	13211	1				(315) 455-1234
162202	162230	464894	SUNSHINE MINIMART #	3000 BELGIUM RD	BALDWINSVILLE	NY	13027	2				(315) 638-4090
162202	162230	491331	JOHN GLENN SERVICE	7435 OSWEGO RD	LIVERPOOL	NY	13090	1				(315) 457-5132
162202	162238	507630	MS GILT AUTO REPAIR	3511 BREWERTON RD	NORTH SYRACUSE	NY	13212	1				(315) 455-1786
162202	162237	655485	MS GILT A-PLUS	5136 TAFT & BUCKL	LIVERPOOL	NY	13088	1		0362-0102		(315) 652-7427
162202	162230	647727	A-PLUS MINI MARKET	7653 MORGAN RD.	LIVERPOOL	NY	13090	1		0362-0102		(315) 458-2996
162202	162237	655485	MS GILT A-PLUS	5136 TAFT & BUCKL	LIVERPOOL	NY	13088	1		0362-0102		(315) 635-6035
162202	162230	718856	BALDWINSVILLE A-PLU	35 E GENESEE ST	BALDWINSVILLE	NY	13027	2		0362-0102		(315) 457-2020
162202	162237	762308	GALEVILLE GROCERY	412 OLD LIVERPOOL	LIVERPOOL	NY	13088	2		0362-0102		(315) 635-3556
162202	162232	762400	TRICOUNTY APLUS	2632 DOWNER ST	BALDWINSVILLE	NY	13027	1		0362-0102		(315) 252-1235
162202	162232	075877	NORTHSIDE FOOD & BE	233 NORTH ST	AUBURN	NY	13021	2			7434	(315) 539-4536
162202	162237	762896	R & J MOBIL EXPRESS	500 7TH NORTH ST	LIVERPOOL	NY	13088	1 NYS				(315) 457-2462
162202	162237	022805	OGDEN MINI MART	6325 THOMPSON RD	SYRACUSE	NY	13206	1				(315) 463-2905
162205	162230	375584	OLYMPIC NEWS	109 S WARREN ST	SYRACUSE	NY	13202	1				(315) 474-9564
162205	162230	391370	NEIGHBORHOOD FOODS	139 N GEDDES ST	SYRACUSE	NY	13204	2				(315) 474-7704
162205	162237	478200	SABASTINO'S PIZZA	447 WESTCOTT ST	SYRACUSE	NY	13210	1				(315) 478-5347
162205	162237	500127	THE DEPOT	6497 E SENECA TPK	JAMESVILLE	NY	13078	1				(315) 492-4741
162205	162231	569765	C & V CONVENIENT	53 RIDGE RD	LANSING	NY	14882	1				(607) 533-7840
162205	162237	621049	LUCKY 7	3100 COURT ST	SYRACUSE	NY	13206	2				(315) 463-0491
162205	162230	656818	EXPRESSWAY MKT	3226 S. SALINA ST	SYRACUSE	NY	13205	2		0362-0102	042416	(315) 463-0491
162205	162237	649134	A-PLUS #4389	2500 ERIE BLVD.	SYRACUSE	NY	13224	1		0362-0102		(315) 446-1921
162205	162237	660337	ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	13208	2				(315) 475-0143
162205	162237	689192	OLYMPIC NEWS 2	441 S SALINA ST	SYRACUSE	NY	13202	2				(315) 424-1336
162205	162237	696028	MAJOR GASLAND INC.	1825 TEALT AVE	SYRACUSE	NY	13206	1		0362-0102		(315) 437-6096
162205	162237	696125	STAFFORD CONVENIENC	372 STAFFORD AVE	SYRACUSE	NY	13206	1				(315) 433-0124
162205	162237	703571	KLEEN FOOD 2	500 CATHERINE ST	SYRACUSE	NY	13203	2				(315) 474-4354
162205	162230	706003	VILLAGE MARKET	2261 MILTON AVE	SOLVAY	NY	13209	1				(315) 487-2979
162205	162237	706005	FAMILY FOOD MARKET	814 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315) 474-0721
162205	162230	721872	NEILSON'S NEWS	1 MONTY PLZ	SYRACUSE	NY	13202	2				(315) 478-5723
162205	162237	722158	MAM GROCERY	140 OAKWOOD AVE	SYRACUSE	NY	13202	1				(315) 425-9447
162205	162237	730136	EXTRA KLEEN FOOD	231 HAMLEY AVE	SYRACUSE	NY	13203	2				(315) 424-9506
162205	162237	731954	GOLDEN MKT 2, INC.	1701 COURT ST	SYRACUSE	NY	13208	2				(315) 454-2013
162205	162237	732125	CFM #87001	356 N MIDLER AVE	SYRACUSE	NY	13206	1				(315) 432-0152
162205	162237	739321	GOLDEN MARKET	1008 BUTTERNUT ST	SYRACUSE	NY	13208	2				(315) 423-3773
162205	162237	744911	PAVIA'S MARKET	854 N SALINA ST	SYRACUSE	NY	13208	2				(315) 422-7961
162205	162237	753152	K-1 CONVENIENT	2204 BURNETT AVE	SYRACUSE	NY	13206	1				(315) 434-8890
162205	162237	762093	CHASES SMOKE SHOP	2829 JAMES ST	SYRACUSE	NY	13206	1				(315) 463-9334
162205	162237	762499	LUDY'S GROCERY	106 OAK ST	SYRACUSE	NY	13203	2				(315) 472-1119

WHOLESALER : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB B1G1F  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205		762633	MIDDLE EAST GROCERY	1919 SO STATE	SYRACUSE	NY	13205	1				(315)478-6253
162205		778411	SMOKEYS TOBACCO&NEW	708 BUTTERNUT ST	SYRACUSE	NY	13208	2				(315)471-9660
162205		779482	ABE'S SHOP RITE	100 GEDDES ST	SYRACUSE	NY	13204	2				(315)471-2266
162205	162230	042749	DIMARIA'S NEWS	325 GIFFORD ST	SYRACUSE	NY	13204	2				(315)476-1757
162205	162230	059528	DESIMONE'S SERVICE	680 S SALINA ST	SYRACUSE	NY	13202	2				(315)476-6903
162205	162230	060876	OGDEN MINI MART	1883 STATE FAIR B	SYRACUSE	NY	13209	1				(315)638-7130
162205	162237	085107	BEST DAIRY	2342 COURT ST	SYRACUSE	NY	13208	1				(315)454-0910
162205	162230	171329	LAFAYETTE IGA #810	2512 ROUTE 11 BX	LA FAYETTE	NY	13084	1				(315)677-3301
162205	162230	171656	DURSTONS	515 W GENESEE ST	SYRACUSE	NY	13204	2				(315)471-1823
162205	162237	172810	IKES SUPERETTE	210 PARK ST	SYRACUSE	NY	13203	2				(315)472-7672
162205	162230	173012	ROCKYS NEWS	447 N SALINA ST	SYRACUSE	NY	13202	2				(315)422-1997
162205	162230	173166	BRILBECKS MARKET	620 ULSTER ST	SYRACUSE	NY	13204	1				(315)422-0606
162205	162231	305318	COSTA'S MARKET	75 WEST STREET	HOMER	NY	13077	2	NYS			(607)749-4656
162206	162237	171685	TEMPLE DAIRY	312 FAYETTE ST	MANLIUS	NY	13104	1				(315)682-6367
162206	162236	519349	FYLER RD CONVENIENC	991A FYLER RD	KIRKVILLE	NY	13082	2				(315)687-3400
162206	162235	599498	JAMES ST MARKET	401 JAMES ST	UTICA	NY	13501	1				(315)733-8013
162206	162236	660680	J&K BEVERAGE	1 LENOX AVE	ONEIDA	NY	13421	2			8221	(315)363-9685
162206	162237	662855	A-PLUS #4212	3492 ERIE BLVD E	DEWITT	NY	13214	1		0362-0102		(315)446-6241
162206	162236	725856	NARAYAN CONV., INC.	1148 FLOYD AVE	ROME	NY	13440	2				(315)336-6820
162206	162236	748795	E SYR VILLAGE MART	307 W MANLIUS ST	EAST SYRACUSE	NY	13057	2				(315)343-9636
162206	162235	760345	RJ'S MARKET	600 MOHAWK ST	UTICA	NY	13501	2				(315)733-7026
162206	162236	762348	MILLERS MOBIL	125 E MANLIUS ST	EAST SYRACUSE	NY	13057	2				(315)463-0943
162206	162236	777258	A-PLUS MINI #4414	131 S JAMES ST	ROME	NY	13440	1		0362-0102	7110	(315)339-4881
162206	162235	400859	TOMA'S MOHAWK MINI	1160 MOHAWK ST	UTICA	NY	13501	2	NYS			(315)732-5670
162605	162231	579857	NEWFIELD SUNNY'S	1253 W DANBY RD	NEWFIELD	NY	14867	2				(607)275-0129
162605	162624	750230	VALVANOS PALMYRA NE	212 E MAIN ST	PALMYRA	NY	14522	2				(315)597-8851
162605	162624	654787	VICTOR CONVENIENCE	6373 VICTOR MANCH	VICTOR	NY	14564	2				(716)742-2150
162605	162624	657233	VALVANO'S CLIFTON N	22 W MAIN STREET	CLIFTON SPRING	NY	14432	3			8055	(315)462-5297
162605	162620	677756	RAEANN INC.	DBA SCHAEFER'S MK	SODUS	NY	14551	1				(315)483-4509
162605	162624	268994	NORTHSIDE GROCERY	1202 N MAIN ST	NEWARK	NY	14513	2	NYS		917153	(315)331-7438

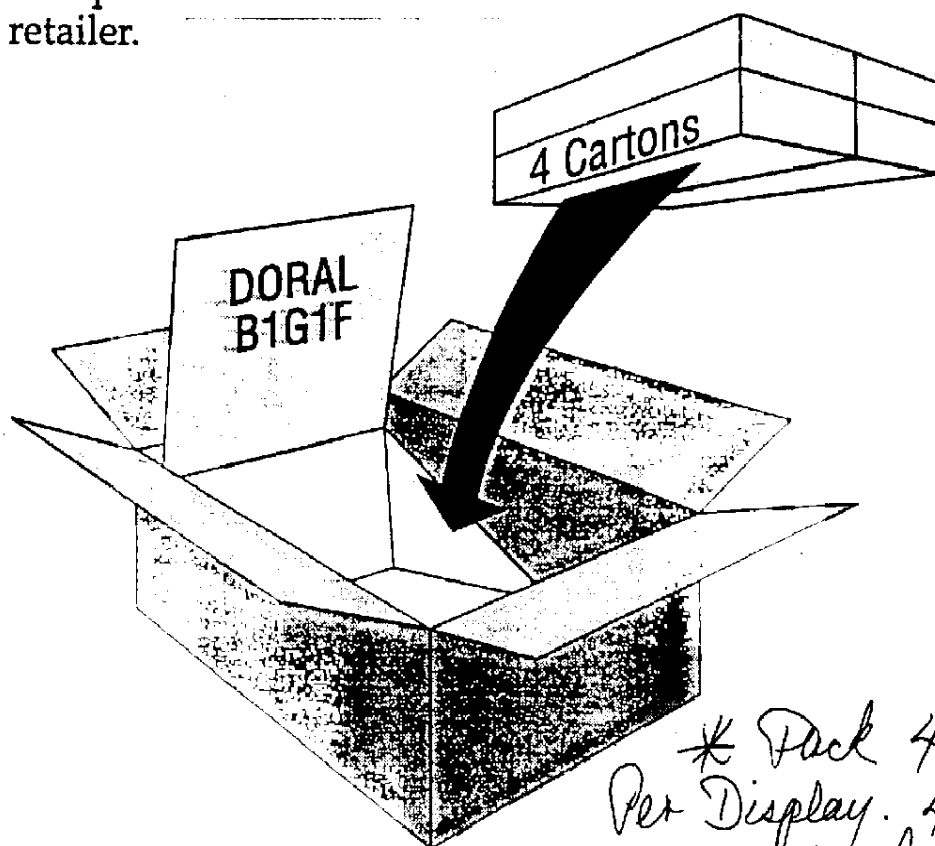
PAGE BREAK TOTAL ACCOUNTS 72 TOTAL QUANTITY 111

TEMPLATE TOTAL ACCOUNTS 72 TOTAL QUANTITY 111

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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*\* Pack 4 Cartons  
Per Display. 4 Styles  
may not be shipped  
to all DIRECT Accts.*

**Item: # 536645****Description: DORAL B1G1F Display/POS kit**

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

# PRIDE

# Paster



## Counter Display



### Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free